

CAROL MAURIELLO

PRODUCER

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RECENT PROJECTS:

AIR Marketing - Phoenix, AZ

Peter Piper, Inc./ 2011 TV campaign: Bid, estimated and produced five :30 TV spots, plus Spanish versions.

SANTY Integrated - Phoenix, AZ

Peter Piper, Inc./ 2010 TV campaign: Bid, estimated and produced five :30 TV spots, plus Spanish versions.

Hospice of the Valley/ 2009 TV campaign: Bid, estimated and produced three :30 TV spots with Hugh Downs.

Phoenix Children's Hospital/ PCH Raffle 2009: Bid, cast and produced 30+ Radio and TV spots for raffle campaign.

PARK & CO - Phoenix, AZ

METRO Light Rail: Estimated, cast, prepped and produced 3.5 minute Safety Video for December 2008 launch.

Forever Living Products/ Forever Fizz: Produced 45 sec. video with 7-day turnaround for 2007 sales conference.

CHAPTER TWO - Phoenix, AZ

Pulte Del Webb/ Sun City Festival and Sun City Anthem: Bid, estimated, prepped, cast and produced two :30 spots.

MARTZ AGENCY - Scottsdale, AZ

The Ellman Companies/ Westgate City Center

Estimated, cast, prepped and produced 3.5 minute 8-screen sales video, :60 product demo and :30 billboard for 2008 Super Bowl launch and Westgate events.

GREEN RABBIT DESIGN STUDIO - Scottsdale, AZ

Video Production/ Design and layout | Photoshop and Flash

Pearson Digital: produce marketing videos; re-design graphics for online programs; prepare art for flash animations.

KARIDIS PRODUCTIONS - Phoenix, AZ

E.B. Lane and Karidis Productions/ Cable One

As Line Producer, prepped, cast, negotiated talent fees, booked crew and produced three :30 commercials.

BRIDGES MEDIA GROUP - Chicago, IL

The Superstation (WGN)/ Super Sweet Baseball Week

Prepped and produced on-camera interviews and promos with celebrity baseball talent, including host Bob Uecker.

1080 ENTERTAINMENT - San Antonio, TX

History Channel Project/ The Lost Book of Nostradamus: Researched and booked experts for on-camera interviews.

PAST EXPERIENCE:

SERIOUS ROBOTS ANIMATION, Raleigh, NC EXECUTIVE PRODUCER 2004 - 2006

Handled marketing, advertising and sales to position Serious Robots as a high-level animation and VFX company. Managed staff of animators, producers and freelance artists. Produced TV commercials, promos and new media for Rubbermaid, Travelocity, Blue Cross Blue Shield, Time Warner, Sony Ericsson, Qwest and others.

QUIET MAN, New York, NY VISUAL EFFECTS PRODUCER 2001 - 2004

Produced award-winning 2D and 3D visual effects, CG character animation and motion graphics for national Ad Agencies, Post Houses and Production Companies. Averaged \$2M in revenues for three successive years. Clients included: Best Buy, Smirnoff, PepsiCo, Oral B, Pizza Hut, Canon, Dairy Queen, GMC and VISA.

SPIRITALK, Santa Fe, NM PARTNER/PRODUCER 1996 - 2001

Produced videos and CD's for private and public release. Co-authored self-healing manuals for workshops, seminars and individualized instruction. Developed company website and marketing materials.

GREY ADVERTISING, New York, NY V.P., SENIOR PRODUCER 1982 -1996

Produced over 400 TV and radio commercials, corporate videos and promos for Fortune 500 accounts such as Kraft General Foods, Procter & Gamble, General Mills, Bristol-Myers Squibb, Hasbro, and GlaxoSmithkline. Managed Red Lobster and Kenner Toy Fair accounts, each for four years.

EDUCATION

COLUMBIA UNIVERSITY/Teachers College - MA in Educational Media, Technology and Instructional Systems

COLLEGE OF NEW ROCHELLE - BFA in Graphic Design and Photography

AWARDS

Axiem, Aurora, Communicator, Addy <Gold & Best in Show>, EFFIE <Gold & Silver>, NAHB <Gold & Best in Show>, Telly <Silver>